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[Figure] [Publication Desc] Publication Text

Application Number:	98812583	Application Date:	1998/06/09
Announcement Date:	2001/02/07	Pub. Date:	
Publication Number:	1283341	Announcement Number:	
Grant Date:		Granted Pub. Date:	
Application Type:	Invention	State/Country:	US[United States]
Agency Code:	31100	Agent(s):	wu rongjun

Applicant Address:

Postcode: Field Classification:

Title: Audience Measurement system incorporating mobile handset and base station

IPC: H04H 1/00;H04H 9/00

Applicant(s):   Nielsen Media Research Inc.

Inventor(s):   E. W. Aust;Lu Daozheng

Abstract:

An audience measurement system for a receiver comprises monitoring equipment, such as a decoder, ON/OFF detector and transmitter, coupled to the receiver. The decoder reads program codes embedded in a program received by the receiver. The system also comprises a base unit and a mobile unit, such as a telephone handset. The handset receives the program codes transmitted from the decoder and prompts (via a visual display or audio tone) an audience member to enter personal data (i.e. who the audience member is) via a keypad or voice input. The program data (from the decoder) and personal data (input by the audience member) is provided to the base unit, where it is time stamped and stored. The base unit includes telephone circuitry to transmit the stored data to a data collection central facility via a public switched telephone network. If no program codes are found or if the monitoring equipment is eliminated, the mobile unit prompts the audience member to enter program data that may be selected from a previously downloaded program schedule.

Claim(s):

Priority:
  US 1997-12-23 08/997,316
PCT

National Entry Date:	2000/6/23	International Application No:	PCT/US98/11810
International Filing Date:	1998/6/9	International Publication Date:	1999/7/1
International Publication No:	WO99/33206	International Publication Language:	English

Legal Status:[Declaration]